

COVER STORY



08

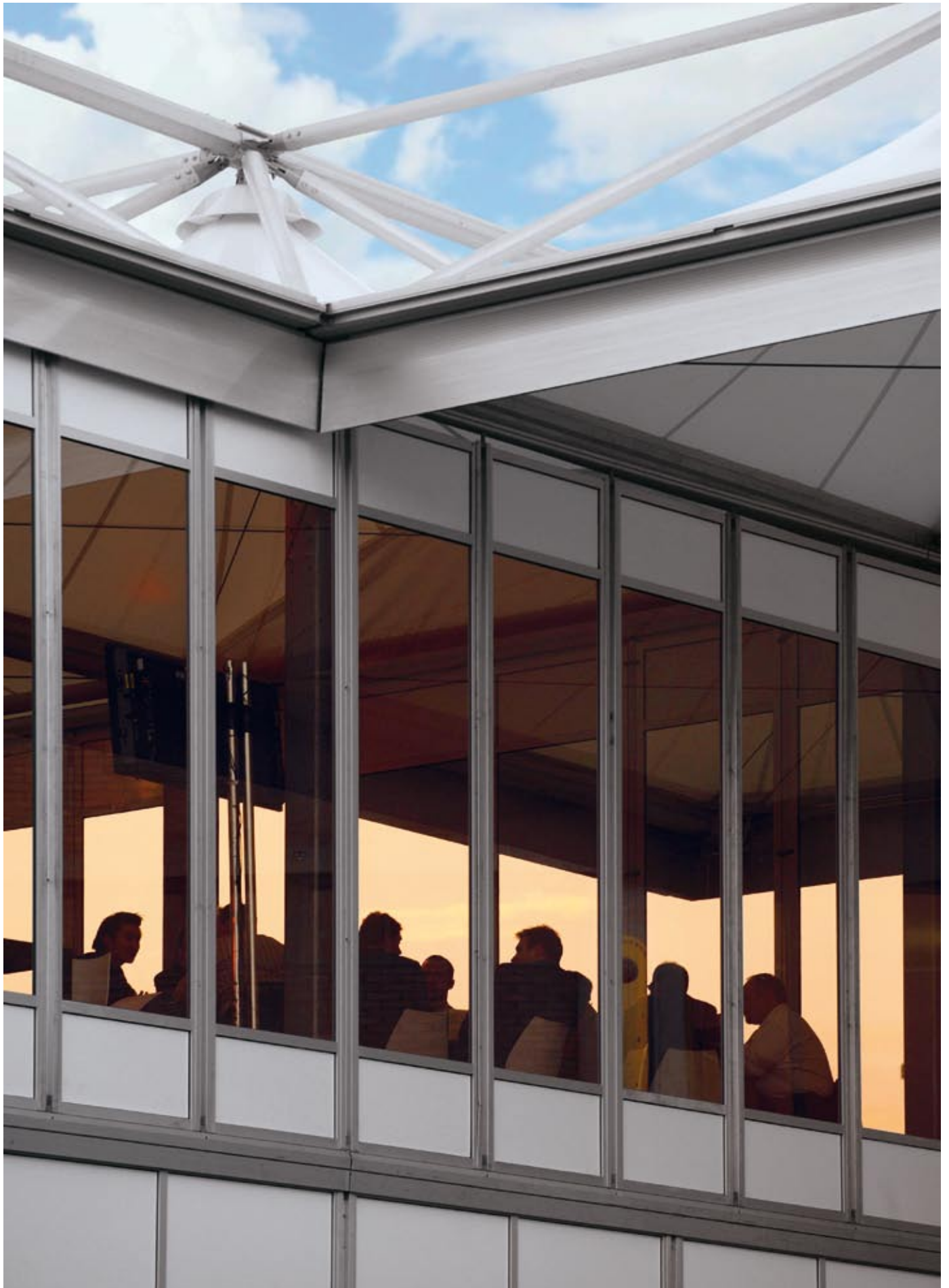
THE INTERNATIONAL GUIDE OF DE BOER

| AUSTRIA | BELGIUM | CHINA | FRANCE | GERMANY | NETHERLANDS | SPAIN | SWEDEN | SWITZERLAND | UNITED KINGDOM | USA |

2006 – THE YEAR OF THE EMPEROR

Fascinating motorsports
The biggest airshow on earth
The first De Boer tent in pink
and much more







Dear COVERSTORY Readers,

the past year has seen some highly significant breakthroughs for De Boer around the globe, and the UK has been no exception.

From its offices in Northamptonshire, the UK team has been involved in a succession of headline-grabbing projects, not least the Farnborough International Airshow, to which De Boer supplied around 100,000m² of temporary structures. Our contribution in 2006 was the greatest ever made by De Boer to the airshow and helped reinforce the event as the world's largest temporary exhibition venue.

For the 2006 airshow we were delighted to be able to introduce De Boer's new Emperor structure to UK audiences. The product, which subsequently played such a key role in providing hospitality facilities at golf's Ryder Cup, offers a truly significant departure from the traditional view of a temporary structure. The innovative, arch-roofed Emperor demonstrates De Boer's technical expertise and creativity at its very best, reflecting the company's commitment to embracing new ideas, the latest technology and the most advanced materials.

No less noticeable has been the Pink Galaxy, another structure to make its debut in 2006 and which reflected De Boer's unparalleled commitment to meeting our clients' needs. Created in vivid pink, the massive structure also ensured a stunning addition to London's skyline during its brief appearance in historic Hyde Park!

But De Boer has also seen significant breakthroughs in its commercial operations. This side of our business has experienced considerable growth, with assignments that have ranged from the creation of short-term retail areas to temporary airport baggage-handling facilities. We have successfully shown that temporary structures do indeed play a major role in this sector – and we have established De Boer as the most significant player in the market.

Peter Spruce
Managing Director – De Boer Structures (UK) Ltd

CONTENT

■ Walk the Walk	4
■ Give it some colour!	6
■ Racing around the clock	8
■ There's gasoline in the air	9
■ Noblesse oblige	10
■ Emperor hard facts	12
■ Champions United Since 1912	14
■ Majestically on the green	15
■ The Olympics of the orient	16
■ Open around the clock	17
■ The Tesco story	18
■ A successful team	19
■ Please store in a cool, dry place!	20
■ Ready to wear	22
■ 72 hours of success	23
■ Taking to the skies	24
■ Creating a city in a few weeks	25
■ There is much to look forward to	26

LEGEND

■ Event solutions
■ Event solutions – sports
■ Event solutions – trade show
■ Business solutions
■ General

WALK THE WALK

Over ten years on the go against breast cancer

There are really good ideas that can result from lengthy deliberations – and there is the kind of brilliant idea that literally just comes to mind in the middle of the night.

Nina Barough woke up one morning following one of those lightning flashes of inspiration: In order to raise money for breast cancer research she decided to participate in the New York marathon – by power-walking the route wearing a decorated bra. Twelve friends joined her in that inaugural event and triggered the start of an incredible adventure that has since seen the Walk the Walk charity raise over 27 million pounds.

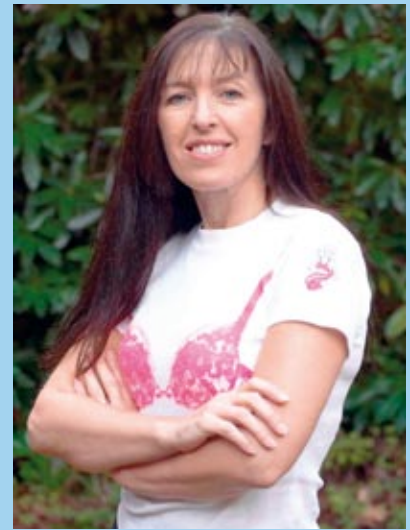


NINA BAROUGH

At the time Nina, who was close to 40, had no experience of marathons or fundraising. She didn't even know anyone personally who suffered from breast cancer. But soon after the first walk and in a cruel twist of fate, Nina herself contracted breast cancer which only strengthened her determination to take Walk the Walk to even greater heights.

Nina Barough has defeated cancer and today her moment of inspiration has become a multi-million pound charity with a succession of Walk the Walk events that have captured the imagination of women worldwide. The showpiece event – The Playtex MoonWalk – is staged each year, starting from London's famous Hyde Park where last year over 15,000 women took part. It is the second-biggest event of its kind in the capital next to the London Marathon. Even Prince Charles has given the charity the Royal seal of approval by becoming Walk the Walk's patron.

As for Nina, Walk the Walk has taken over her life and has become a full-time job with a team of dedicated helpers. The money raised is used to inform women about methods of early detection of breast cancer; support them in all possible treatment methods and to sponsor courses where women learn to deal with the illness. Many women all around the globe owe their new courage in life – maybe even life itself – to Nina Barough.



“A unique structure
for a unique event”

NINA BAROUGH'S IN THE PINK THANKS TO DE BOER

Nina Barough is thrilled by De Boer's innovative support for the world famous Playtex MoonWalk: "I jokingly said to De Boer's Chief Executive that it would be really nice to have a giant tent in our corporate colours, but I never dreamt for a moment that he would go away and create one for us. And I can certainly say that The MoonWalk London was the talk of the town when everyone saw this fantastic pink circus tent erected in Hyde Park!"

"The giant bright pink structure, in our corporate colour, has certainly been a marvellous addition to a unique occasion. The MoonWalk IS a unique event and I am grateful De Boer has supported us by providing such a unique structure to form the centre piece of our show."

"As a charity, Walk the Walk has raised over 27 million pounds for cancer research with the 2006 MoonWalks in London and Edinburgh raising in excess of 6 million pounds. 2007 is a very important milestone for our charity. It is going to be an amazing year for us as we mark the tenth anniversary of the London MoonWalk which will really be the Mardi Gras of marathons. With everybody's help we intend to smash our fund raising records!"

www.walkthewalk.org





GIVE IT SOME COLOUR!

The success story of the Pink Galaxy



Not too long ago, a huge and festive tent surprised the temporary structure market. Created in yellow and blue, “The New Galaxy” by De Boer became the unparalleled favourite for all special mega events since 2003, hosting such international extravaganzas as the MTV Europe Music Awards.

While Nina Barough's increasingly popular "Walk the Walk" event rented the New Galaxy, together with De Boer's traditional white structures, De Boer's former CEO was so fascinated by Nina's energy and ambition that, during a conversation, an individual version of the giant Galaxy was promised... and the Pink Galaxy was born – the first-ever De Boer tent in pink!

What followed has been a unique experiment for De Boer so far. Based on "The New Galaxy", De Boer planned a new and even bigger tent. With a specially designed canvas cover in hot pink it was fabricated in the Paris branch of the French manufacturer VSO. From there, it started its journey to England. Not in one piece though – after all, the Pink Galaxy weighs hundreds of tons. With floor space of over 9,000m², the structure has been submitted to Guinness World Records in a bid to be recognised as the largest "travelling" tent of all time. Measuring 60 x 152 m, it is significantly bigger than a football field. To enable it to be constructed in one of

London's Royal Parks special permission was required from the Parks' Authorities. The entire tent had to be erected within three days – a masterstroke in itself which could only be accomplished with a crew of 50 men working within a tight time frame and in restricted hours of operation – under the direction of a Dutch De Boer specialist. The teams were supported by 14 other employees who set up additional De Boer tents all around the Pink Galaxy for uses such as luggage rooms and information points.

"Unbelievable, how much space there is!"

Anyone can rent the Pink Galaxy – under the condition that it is not on one of these magical days in early summer when Nina and her crew need us. Because "Walk the Walk" and the amazing Pink Galaxy will be back again this year.

DID YOU KNOW?

THE MEANING OF THE COLOUR PINK

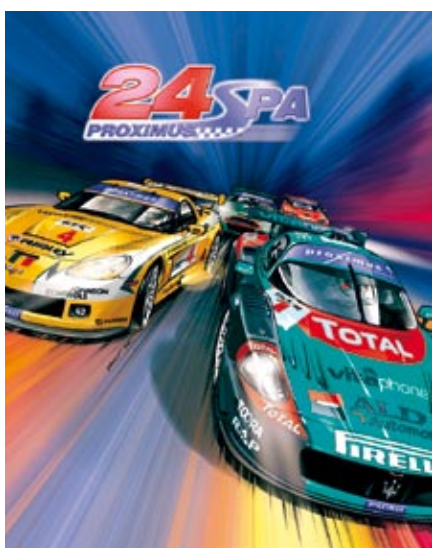
Serious research in the field of colour psychology often reveals surprising news. We are quite familiar with the fact that the colour pink is often mentioned when dealing with feminine issues or tenderness. But did you know yet that "sweet", "small" or "polite" are also associated with this colour? And that pink used to be the traditional colour for boys' clothes until about 90 years ago?





RACING AROUND THE CLOCK

24 hours on a legendary circuit



At this historical place De Boer supplied its temporary structures for a tradition-steeped sports event. De Boer provided 1,500m² of accommodation – from short walkways to the exclusive VIP clubhouse with its first-rate catering – for dual event sponsors ALD Automotive, the car leasing company, and banking house ING.

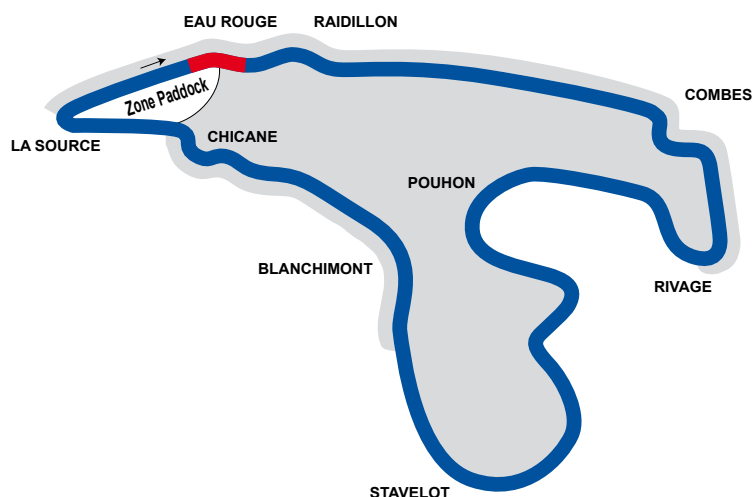
ING was supplied with a Double-Decker structure whose second floor featured a 160m² Bankirai wooden terrace. In the Alu Halls provided for ALD Automotive, the terraces measured 280m². High-quality carpet, designed especially for this event,

and tasteful furnishings gave the restaurant and clubhouse an elegant and – at the same time – relaxing atmosphere. Here, the VIP guests of both sponsors were able to engage in conversation without missing out on the fascinating thrill of the 24-hour race.

Patrick Creyf, Managing Director in Belgium, was pleased with the results: “During the weekend here, De Boer was able to present its diversity and its many facets. I think we have left a good impression – not only with the racing fans.”

www.proximus24hours.com

When hearing the name of Francorchamps, the heart of many a motor sports fan steps up a beat. Tearing through the famous Eau Rouge bend at full throttle is reckoned to be the ultimate test of courage among drivers around the world. Spa-Francorchamps is one of the oldest race circuits: Since 1924, motor sports have become a focal point in the sports calendar in eastern Belgium.



THERE'S GASOLINE IN THE AIR

What is so fascinating about a 24-hour race?



Racing has so many faces: noisy oval racing in the US, spectacular stock-car events, the queen of all races – Formula 1, rally, truck racing, kart racing, touring car racing, formula racing, the entire motorcycle sport – and, of course, the 24-hour races. Twice around the clock: Man, machine, material. Why are we so fascinated by cars speeding round after round after round on the circuit?

Admittedly, 24-hour races are less about unbearable suspense and watching every second in rapt attention. They are more about admiration of the teams' effort and commitment. Racing continually, at top speed, and with very little time for rest or sleep is no kids' play. Three or four drivers share the time behind the wheel, changing in a flash, and a team of mechanics monitors the car at all times. And when night

envelopes the whole scene and the cars continue racing through the darkness, the atmosphere becomes truly unforgettable.

Besides the 24 Hours of Le Mans, the race in Spa is the world's most important endurance event. The rules are simple enough: The team to cover the longest distance within 24 hours wins. You would think that in a race such as this the winner should be easy to determine? Well, it is not a matter of split seconds. But still, in 2006, only 1:41 minutes separated the winning team from the field. Eric van de Poele, Michael Bartels and Andrea Bertolini won the race in a Maserati MC12 GT1 after 589 laps. Stéphane Lémeret, Jean-Denis Deletraz, Andrea Piccini and Marcel Fässler in an Aston Martin DBR9 came in second. Congratulations!

The winning distance equals the distance between Moscow and Madrid



NOBLESSE OBLIGE A true VIP tent structure is created



Each goal celebrated at the pub, passionate discussions on the referee's decisions and wild celebrations for one's own team – there is hardly a sporting event that interests such a wide range of people and causes such strong emotions as a football world cup. Reason enough for De Boer to present the audience with a tent that was especially designed for the 2006 FIFA World Cup Finals, setting new standards in the field of VIP tent structures.

In Alkmaar, virtually on De Boer's doorstep, the first plans for the new super tent were made in 2005. Many ideas were shared and numerous drawings were made by De Boer's design engineer Daniel Quost and presented around the round table. Then, late one evening, in the midst of the drawings, the Emperor saw the light of day.

But that was only just the beginning: civil constructor Ivo Bakker made a sample tent based on the drawings and calculations at hand and the complete statistics were calculated by the Delft University of Technology. Only three months after the brainstorming meeting in Alkmaar, a first prototype was available – a unique and sensational achievement in such a short time. Never before had a new product line been designed and implemented so quickly. This was something worth celebrating together with the suppliers from the Netherlands, France and Belgium.

The two supporting elements made of aluminium can be considered a milestone for structures of this kind. Their surface is manufactured in such a refined way that they can be erected at any place inside the tent, and still be capable of easily supporting the weight of the roof, balcony and

inside walls. Their design was an entirely new challenge; even the production of the pillars was an exciting moment. The combination of aluminium and wood was a whole new concept which celebrated its debut in the Emperor. When working with two materials that differ so widely from one another there are many things to take into account besides the aesthetic aspects. Wood and steel components must be con-

A superstar made in less than three years!

nected with one another immediately after processing. Otherwise, fresh wood can bend itself in such a way that the absolute fitting accuracy – so vital in modular systems – would no longer be guaranteed. For this reason, the logistics caused by this mix of material was a challenge on its own.

And of course – when put to use – the structure needs to be assembled and dismantled in the shortest amount of time possible and the modules have to connect securely. Time is money, so every hour less that is needed to erect and dismantle the structure also means huge savings for the customer: reduced costs for the location and less working time to pay.

One-and-a-half years later, after an equally long planning and design phase and another prototype, the Emperor celebrated its glamorous world debut right on time for the beginning of the 2006 FIFA World Cup Finals in front of the stadiums in Munich and Berlin. Being a unique innovation and out-shining all other tents, it can be considered one of a kind.

The combination of aluminium and glass creates a contemporary, clear and top-class appearance, whereas the use of wood in its structural elements lends warm and subtle highlights to the curved roof,

balconies and awnings. The top level is variable on both the inside and outside: The facades may be fitted with glass elements, and the floor around the wooden terrace can be extended in changing

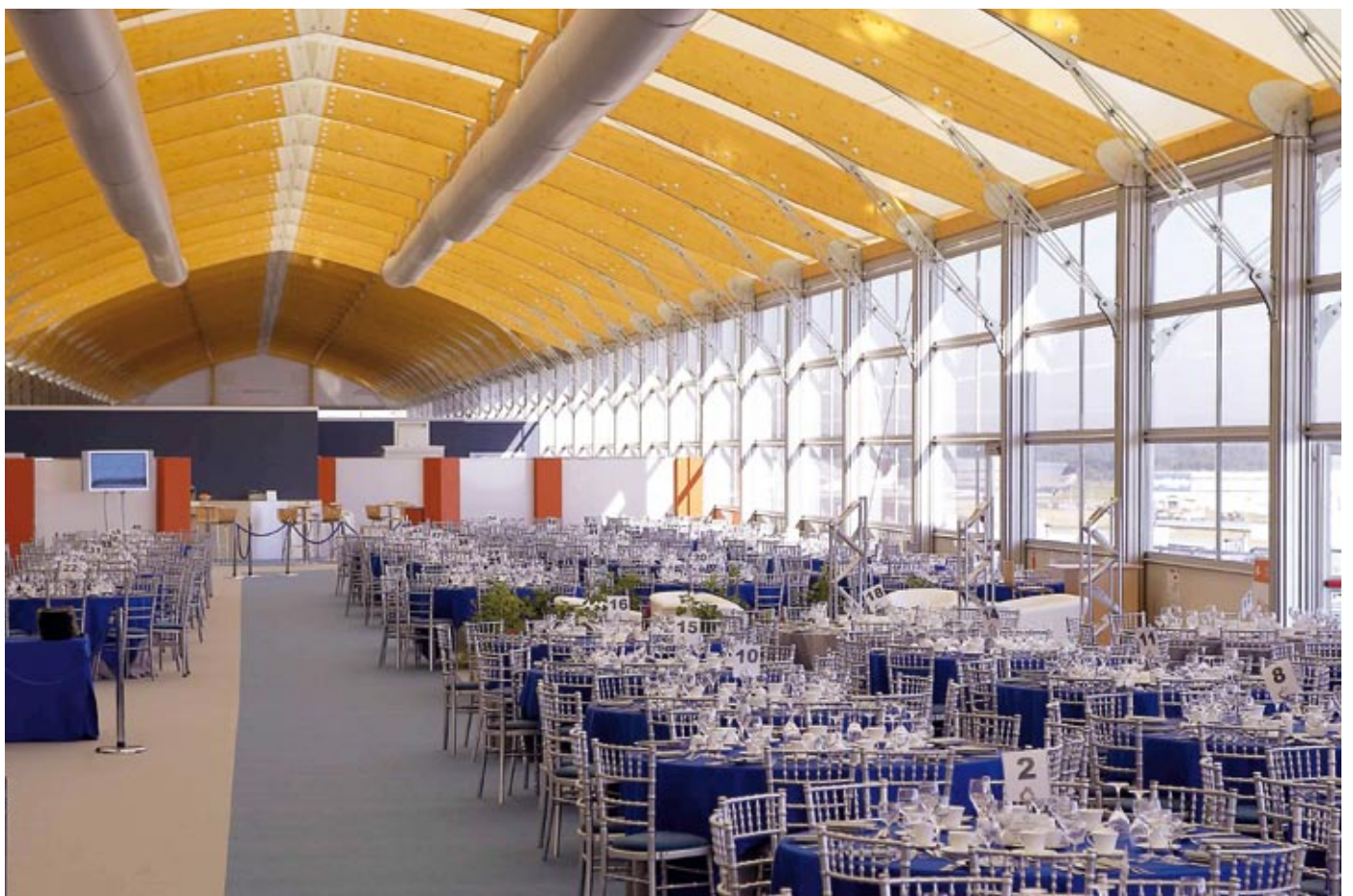
V.I.P. Very Intense Pride

depth. The interior can become an atrium instead of two complete floors. The top level then consists of a gallery. Using a transparent roof here creates a particularly sensational effect.

Only a few weeks after the premiere, the Emperor notched up its second success at the KLM Dutch Open in Zandvoort (please see page 14–15).

www.fifawm2006.com





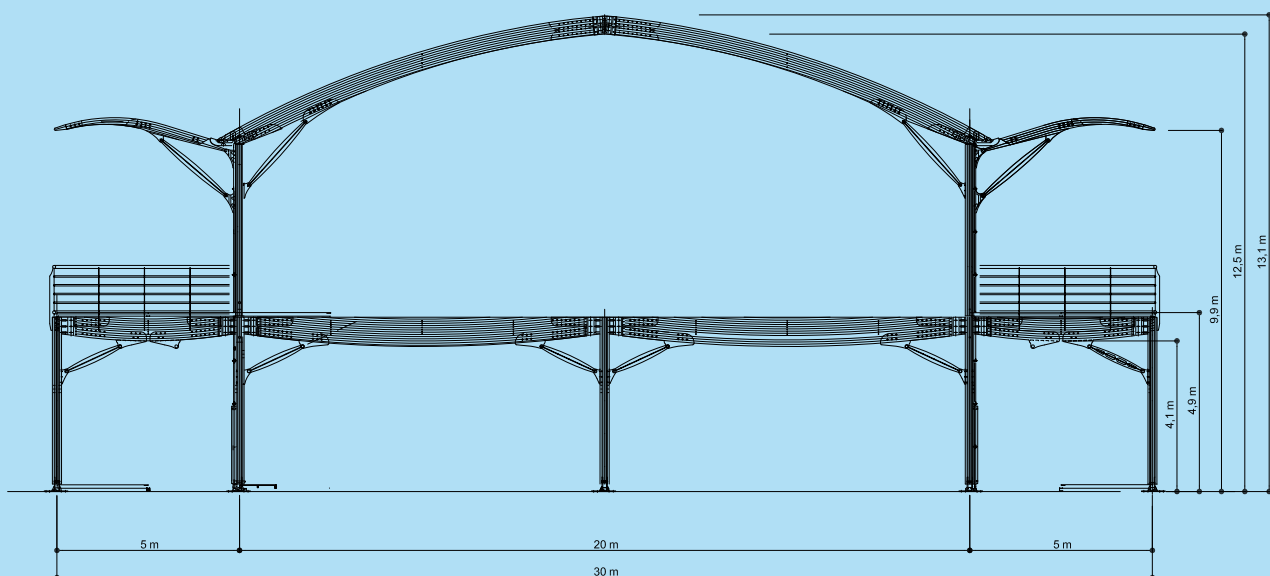
EMPEROR HARD FACTS

THIS IS WHAT THE EMPEROR LOOKS LIKE ON PAPER

Gable width:	20 (15*) m
Bay distance:	5 m
External side height	
Double deck structure:	9.5 m
Bottom deck:	4.93 m
Internal side height	
Top deck:	3.1 m
Bottom deck:	2.7 m
Ridge height:	13.6 (12.7*) m
Incline of roof:	curved
Wind load:	50 kg/m ²
Snow load:	0 kg/m ²
Roof tensioning system:	roll up pipe
Roof overhang:	0.81 m
Column profile:	0.25 × 0.25 m
Floor:	anti-skid cassette floor
Bearing capacity floor:	500 kg/m ² lower deck 350 kg/m ² upper deck

Design	
Roof covers:	white opaque white opaque and lucent
Gable sails:	white opaque with ventilation system
Side panels:	PVC insulated, 1.1 × 2.5 m Ral 1013, Fire-resistant B1
Balcony/Terrace (optional)	
Terrace size:	5 × 5 m units
Balcony size:	5 × 5 m units
Fencing balcony:	yes
Canopy	
Size:	5 × 5 m units
Overhang (heart column):	5.1 m
Internal side height:	4.9 m (with balcony)
Anchoring types:	pins 30 × 1,100 mm
Panels	
Emperor sandwich panels:	yes
(Smoke) glass panels:	1.1 × 2.5 m

* The values parenthesised refer to the version with 15-metre gable width.



CHAMPIONS UNITED SINCE 1912

One of the world's most traditional golf tournaments

This past August, golf balls were zipping to and fro in the Dutch region of Zandvoort and a constant stream of the world's most famous golfers was passing through the Kennemer Golf & Country Club – a clear sign that, once again, it was time for the KLM Dutch Open.

This latest competition was the 87th since the tournament was established in 1912. Only four international golf tournaments are older than the Dutch Open: The British Open first took place in 1860, the French Open took place for the first time in 1906, the Belgian Open in 1910 and the German Open in 1911.

Originally the tournament was played over 36 holes. It was only in 1933 that it was doubled to 72 holes. The regular distance on a golf course consists of 18 holes with the first nine heading away from the club house and the second nine going back. The 72-hole competition means the tournament is spread over four days which has become the format for nearly all major championships.

Among the winners of the past 87 tournaments is George Pannell, who won the very first Dutch Open. Flory van Donck is another major name in golf history, establishing a record by winning five times: in 1936, 1937, 1946, 1951 and 1953.

Spanish star Severiano Ballesteros became the youngest Dutch Open champion when he won his first tournament in 1976 at Zandvoort when he was just 19 years old. He went on to repeat his victory in 1980 and 1986. Other three-time winners are Aubrey Boomer, who won consecutive titles from 1924 until 1926, and Bernhard Langer, winner of the Dutch Open in 1984, 1992 and 2001.

With his victory in 2002, German golfer Tobias Dier completed a remarkable achievement by breaking the course record three times in succession during the first three rounds – a quite incredible feat which led to him winning the title in a record score. In 2003, Maarten Lafeber became the first Dutch player to win the Dutch Open since 1947. England's Simon Dyson was victorious in The KLM Dutch Open in 2006.

De Boer feels honoured to have been part of this outstanding golf tournament! It is a special relationship which makes both De Boer and event organiser THIS IS GOLF immensely proud.



“Golf is like a love affair: If you don't take it seriously, it's no fun; But taken seriously, it breaks your heart.”

Arnold Daly

www.klmopen.nl





“A bad hit in general does not make me angry, but I hate it when I do a stupid hit. Sometimes it is hard to explain the difference.” Jack Nicklaus

MAJESTICALLY ON THE GREEN

The Emperor supports with its honourable presence

Holland welcomes the Emperor! The “Emperor” festively entered the Netherlands for the KLM Dutch Open 2006. This new and extraordinary VIP tent had its official world premiere at the 2006 FIFA World Cup Finals in Germany (please see page 10 ff.).

With a tent size of 1,400m², the three major sponsors of the KLM Dutch Open – financial service provider Fortis, consulting and advisory company KPMG and, of course, main sponsor KLM – had plenty of room to offer to their guests. The location of the Emperor in the middle of the golf course was absolutely spectacular. From the terrace that went across the entire front side of the tent’s upper level, the guests had an excellent view of the 15th and 18th holes.

The inside of the Emperor also offered tempting views: Transparent panels all around and a top level that had the look of a gallery transformed the Emperor into a sunlight-flooded atrium. The combination of aluminium, wood and glass transformed a tent into a true VIP Lounge and

the Emperor into a mobile clubhouse that provided a magnificent experience for golf fans. Niels Markensteijn of organising committee THIS IS GOLF commented: “The Emperor was the structure on site which gave visitors, guests, press and players the feeling that they were visiting one of the main sport events in The Netherlands.”

What more – off the course – did De Boer have to offer? Two Jumbo Halls and a small village of tents with a total of 4,000m² that was accessible for everyone. And a Double Decker with not only numerous catering booths on the ground level inviting guests to linger a little longer, but also a luxurious restaurant on the first floor with a suitable setting.

All in all, it was a successful setting for a high-class sport event – a setting that supported the course of the event effectively without taking the spotlight away from the actual stars. De Boer congratulates Simon Dyson for his magnificent win at this year’s KLM Dutch Open!





THE OLYMPICS OF THE ORIENT

More height, more speed, more Asia

The Games of Your Life – the theme of the 15th Asian Games left no questions unanswered. It was a series of top performances, starting with the planning, implementation and presentation, and culminating in the sensational hospitality of the approximately 777,000 citizens of the Arabic Kingdom of Qatar. Not to forget the athletes who turned the “Oriental Olympics” into a festival abuzz with outstanding achievements in the field of sports. From December 1st until 15th, the capital city of Doha offered the best of high profile sports.

Ten thousand athletes competed in 46 disciplines, most of which are still little known to the broad European public. Or have you heard of Wushu, Kabaddi or Sepak Takraw? The latter is a highly spectacular sport where a small plastic ball is played on grounds similar to a volleyball field including fast and – at times – even artistic movements. All parts of the body may be used except the hands! By the way: Sepak Takraw is a national sport on the Philippines.

“The project really started after the tents were built”

OPEN AROUND THE CLOCK

One of the most challenging projects in De Boer's history



25,000 m² of accommodation, high-tech equipment, around-the-clock service – what De Boer accomplished in Qatar's capital was much more than the typical tasks faced by temporary structure providers.

From the start, the conditions and the need for top quality made it clear that the challenge would be immense for the Asian Games. One of the most complex tasks was the 'Athlete's Village' which, due to circumstances, had to be in a temporary structure. This called for a broad logistics know-how as well as for a deep knowledge of the theoretical aspects of the structures that have to be kept in mind: The analysis of the terrain and subsurface, the infrastructure, the area available for structures and the additional space needed for building equipment and machinery, material planning, time frame and number of personnel needed, the temperatures at the location, special customer needs, special cultural features and a succession of further factors that can turn into unforeseeable risks if not timely taken into consideration. But that is not all:

The entire Eastern World – and therefore an economically highly interesting market – was to set its eyes on Doha for two weeks. A Main Press Centre for thou-



4,000 people catered for at the same time

sands of journalists had to be in operation 24 hours a day. Of course it had to be fully equipped, providing phone, fax and internet access. Furthermore, the biggest restaurant ever seen in Qatar had to serve up to 4,000 athletes, journalists and coaches simultaneously from four different international kitchens. And that, of course, also needed to operate 24 hours a day.

After months of construction, right on time for the beginning of the Games, De Boer was able to present one Millennium Dome with 3,000 m² of floorspace, three large Delta structures and one smaller one, two Jumbos, an Alu Hall, an Atrium and three Chalet tents; complete with carpet, furni-

ture, sanitary facilities, water and power, kitchen facilities, air-conditioning, plasma screens, decoration and an international division. De Boer coordinated the furnishing and fittings with worldwide renowned companies such as PKL, the world leader in temporary kitchens.

The job, however, was not over with the start of the Games. An entire team of local project managers worked around the clock throughout the Games in order to co-ordinate activities on the 2.5 hectare area at all times. De Boer advised the organising committee on all matters concerning the temporary structures during the Games. It is through providing valuable additional services such as these that De Boer has earned its excellent reputation around the globe.

www.doha-2006.com

THE TESCO STORY

From humble beginnings to Britain's No. 1 retailer

As the UK's best-known food retailer, Tesco PLC has established itself as clear market leader while successfully diversifying into new business areas that range from telecoms to banking and with around 1,800 stores plus an online shop that caters for the daily requirements of the British public. While Tesco has grown into a highly respected international brand – the company is the world's fourth-largest retailer – Tesco still generates 80% of its sales volume in the UK.

It all started back in 1919, when Jack Cohen founded Tesco in London, selling surplus goods. The first store was opened ten years later. In 1961, Tesco in Leicester entered the Guinness Book of Records as Europe's largest end-consumer store. Activities in various lines of business – petrol, finances, books, mobile phones and the online store – as well as its European expansion policy have seen Tesco grow impressively. Today, the company employs more than 450,000 people globally.





A SUCCESSFUL TEAM

A large-scale project for a large-scale retailer

With a steady growth strategy that includes refurbishment to many of its existing stores, the Tesco group has faced the challenge of developing its business without disrupting the shopping habits of its millions of loyal customers.

That challenge is being increasingly met thanks to the expertise of De Boer. De Boer has been keeping Tesco – and its customers – happy by providing short-term facilities that have ensured it has been business as usual even while major building work is being carried out to parts of the permanent stores just yards away.

The temporary supermarkets – offering floor space at some locations of more than 30,000ft² – have been created at sites across the UK as part of a massive refurbishment programme being carried out by Tesco. The assignments sit within the extremely broad range of work tackled by De Boer, which is best known for its achievements in the global events and hospitality sectors, but which has also been widely applauded for supplying long-term facilities such as warehousing, offices and storage space. De Boer was

initially asked to construct temporary supermarkets for Tesco at a number of high-profile sites including Gatwick in West Sussex, Broadstairs in Kent, Beckton in East London and Banbury in Oxfordshire with five further temporary stores – at Barrow-in-Furness, Manchester, Redditch, Merthyr Tydfil and Telford. All nine sites were already home to large ‘Tesco Extra’ supermarkets in which areas of the main sales floor needed to be temporarily closed while refurbishment work was carried out within the permanent buildings.

Ready for use in just one week!

As De Boer’s Robert Alvarez explains: “Providing temporary supermarkets has been a completely new challenge for De Boer but because of the modifications we had previously developed to our Delta System we have been able to amend the concept further for these latest assignments. Tesco had previously used traditional pitched-roof marquees as temporary

supermarkets but has had to contend with insulation issues where the marquees have been too cold in winter and too hot in summer. “We have been using special insulated panels and roofing to ensure temperatures can be controlled, which is critical to the success of the project.”

The speed at which De Boer has constructed the temporary facilities has also proved critical with 16-strong build crews taking just six days on average to construct supermarkets from 14,000ft² up to 31,000ft². In each installation the crews have had to operate on sites where the permanent supermarket has been trading normally until the temporary facility is ready to take over, requiring De Boer’s deliveries and working practices to be scheduled so that disruption to customers has been minimised throughout the installation process. According to Robert Alvarez: “Once we hand over the structure it normally takes about three weeks for Tesco to install the heating, lighting, CCTV and general store fit-out for the temporary facility to be ready to open for trading.”

www.tesco.com

PLEASE STORE IN A COOL, DRY PLACE!

Tons of steel looking for accommodation

Storing stainless steel outdoors should not be a problem... or so you would think. Even in Scandinavia, weather conditions shouldn't cause stainless steel to rust, but damage to the packing cannot be completely ruled out. "Our exemplary quality assurance must apply to each single step our steel has to take on its way to the client," says Sven Apell, project manager at Outokumpu on the company's new quality offensive. "The delivered product simply has to be perfect."

Outokumpu is one of the world's leading suppliers of stainless steel. Climbing to the top of the world's market will be next on the agenda. This is why the company's mill in Avesta needed a warehouse where the steel could also be loaded. When the decision was made to put a roof on an area of 4,100m², the people in charge were facing much more than a single challenge.

Firstly, Outokumpu prides itself on extremely short delivery times. And that is not something you can take for granted in this industry. A warehouse that is functioning at all times is therefore of great impor-

tance. Secondly, the set-up had to be completed quickly since a long-term construction area not only costs a lot of money but also takes up a lot of useful space. And thirdly, Outokumpu supplies – from its different branches – the automotive industry all over the world in record production times of up to 28 batches a day in Avesta alone! An overall smooth organisation is therefore key to the Finnish company's global success.

Money invested in the Avesta Works quality improvement totals 100 million Swedish Crowns, equivalent to roughly 11 million Euros. Many Swedish voices say that this is money well invested: Because of

Nearly half a hectare of storage area

its size, the company is not only of great importance to the region as one of the largest suppliers of stainless steel; but Outokumpu also plays a key role within



the overall Swedish labour market. The investment therefore also assured the local community of the company's long-term commitment to the region. The concept of "long-term" was also something that De Boer bore in mind as it provided two All-Weather Halls able to remain in use





for 20 years. De Boer Scandinavia delivered a specially designed solution involving two halls – one 40×80 m and one 30×30 m – linked by a small corridor that acted as a secure barrier. On one side was a large, dry storage room and on the other a loading area with two sides kept

Humidity stays outside

open to provide an easy entry for forklifts and lorries. This ensured that loading could always be carried out under dry conditions. And naturally, the advantages enjoyed by the steel also extend to the crew who are now also better protected against wind and the worst of Sweden's winter weather. After a splendid opening in September 2006, the halls have already kept their promise throughout their first winter.



www.avesta.se
www.outokumpu.com

THE HARD FACTS

Inhabitants of the Avesta region:
 approx. 22,000
Employees at Outokumpu in Avesta: nearly 1,000
Employees at Outokumpu worldwide: approx. 9,000
Continents on which Outokumpu is represented: 5

Possible width of the all-weather hall: 20 m, 25 m, 30 m, 40 m

Possible side wall heights:
 3–8 m

Cover material:
 PVC-coated Polyester Tarpoline

Surface weight of the cover:
 390–560 g/m²

READY TO WEAR

De Boer at the Bread & Butter Fashion Show

The Bread & Butter Fashion Show has established itself as an international trade event where everyone who has a name of distinction in the fashion world is represented. Everyone who, in the coming season, wants to be the avant-garde in the field of street wear makes sure to come here to show their new collection.



The audience at such an event is – of course – demanding. People get spoiled not only by the special kind of fashion presented, but also by the location. Giving the right surrounding to this great idea was, once again, another mission masterly accomplished by De Boer.

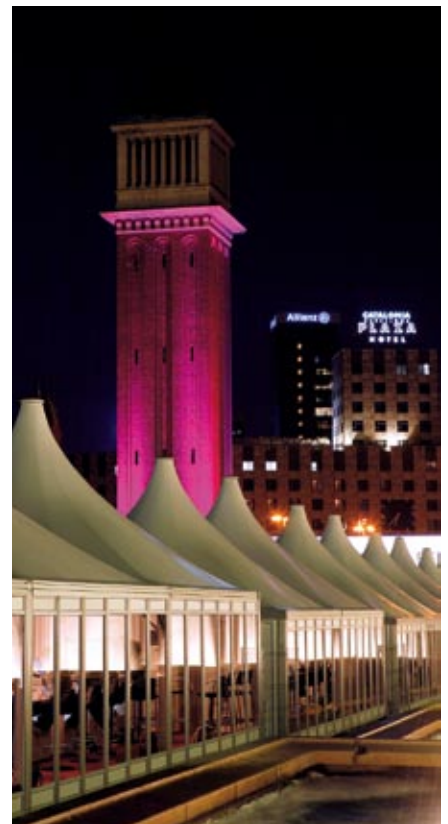
Fashion show below the Venetian Towers. De Boer makes it possible!

Right at the heart of the Bread & Butter 2006 in Barcelona, one Jumbo Hall structure was erected to create an overall exhibit and leisure area of 3,200 m². Decorated imaginatively, the Alu Hall played its jokers all at once: Firstly, the hall can be erected and dismantled in remarkably little time, which is essential in a fast-moving city such as Barcelona. Secondly, a large section of the floor can withstand very heavy weights – more than 500 kg/m² –

which offers superb versatility for the type of interiors created, the number of visitors and the types of event that can be staged. And thirdly, due to its high roof, even after a long and eventful day, the structure offers good air circulation.

The front of the structure was transformed into a unique facade and welcomed the guests to the dazzling world of fashion and glamour. Chalet tents and metres after metres of walkways transformed the area around the Venetian Towers in Barcelona's exhibition district, where from July 5th to the 7th it was not just the models who were the centre of attention.

The fact that on July 8th there was not a visual trace left of the Bread & Butter Show is testament to a tent supplier who has been in the business for more than 80 years. Remarkable speed of creation and dismantling is one of the breath-taking services rendered by De Boer.





72 HOURS OF SUCCESS

The leading “tradeshow for selected brands”

Bread & Butter was originally created in the spring of 2001. Ever since, it has been the “tradeshow for selected brands” and has turned into a real festival for the fashion world. For three days (and nights), the leading lights of the international fashion scene meet and interact, talk business and have a great time together.

Twice a year, Bread & Butter shows the latest fashion from well-known brands such as Addict, Day Birger et Mikkelsen, Freesoul, Moschino, Nike, Quick and Von Dutch plus many, many more major brands.

And De Boer not only accommodated the 2006 show in Barcelona, but was also back in the Catalan capital to play a key role in the first Bread & Butter of 2007 (January 17–19). At this, the linchpin of

the world’s fashion professionals, 82,837 trade visitors were registered. It is not only visitor numbers that underline the success of Europe’s leading tradeshow for progressive, contemporary fashion – it’s also highlighted by the internationality of the event. The second edition of Bread & Butter 2007 will take place from July 4th–6th.

At first it would simultaneously take place in Berlin as well, but since Barcelona has proven to be the pre-eminent city for this highly fashionable show, Barcelona will play host to the fashion festival for the second time this year. After all, it is the 3rd most popular city to travel to in Europe (after London and Paris)!



www.breadandbutter.com



TAKING TO THE SKIES

The most important aerospace event in the world

For one week every two years the eyes of the aeronautical world focus on Farnborough, Hampshire – the town recognised as the ‘home of British aviation’. The sky becomes backdrop to a spectacular flying display with many of the world’s leading pilots putting civilian and military aircraft through their paces – while on the ground the very latest developments in aerospace technology take centre stage in a giant hi-tech exhibition.

Here we take a look behind the scenes of the Farnborough International Airshow 2006, the biggest aerospace show on the planet. For the 2006 airshow, the town south-west of London saw more than

130,000 enthusiastic visitors – twice Farnborough’s normal population – flocking to the event. With nearly 1,500 exhibitors, over 100 aircraft on view and more taking part in the daily flying displays, there was something for everyone. Even Prime Minister Tony Blair couldn’t resist the spectacle as he joined the thousands of visitors to the airshow. Above all, the airshow is one of the major trade events in the global aerospace sector, with Farnborough the setting for a succession of major deals. In 2006, the 45th gathering attracted exhibitors from 35 countries and generated business worth more than 40bn dollars. The show is one of a kind with De Boer providing structures that form the world’s largest temporary exhibition venue.


Farnborough
INTERNATIONAL
AIRSHOW
17 - 23 July - 2006

www.farnborough.com

CREATING A CITY IN A FEW WEEKS

De Boer at the Farnborough International Airshow 2006

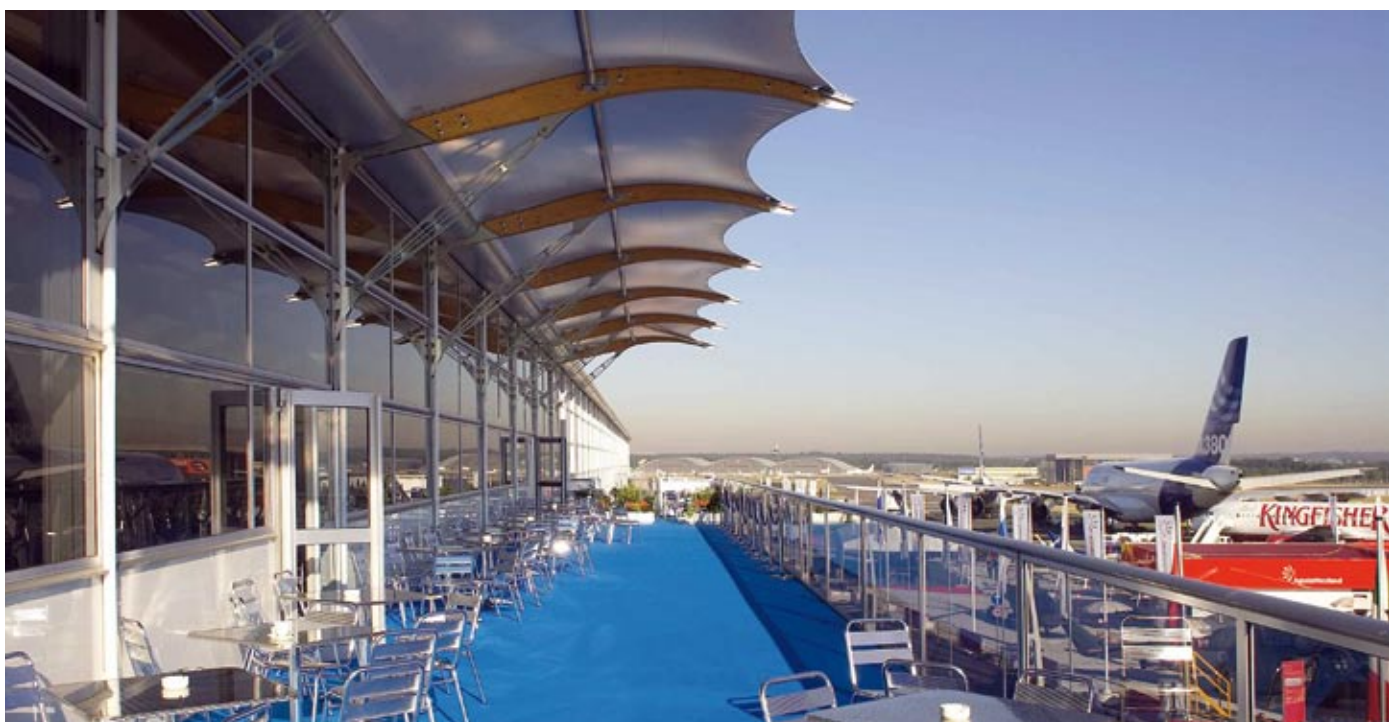
Farnborough International Ltd and De Boer have recently agreed to continue their successful co-operation until at least 2012, reinforcing the Farnborough International Airshow as a key event in De Boer's diary.

It is indeed one of those success stories that look good in every company's portfolio: De Boer has been supplying temporary accommodation to the Farnborough airshow for the past decade, in a relationship that has prompted long-term trust. The show becomes more successful each time it returns – and its numbers speak for themselves: With equipment arriving in more than 200 articulated lorries and weighing more than 3,600 tons, De Boer creates five gigantic exhibition halls, a kilometre of hospitality chalets – and more than 90,000 m² of covered space in total – which corresponds to floor space measuring 30 times the size of London's Royal Albert Hall. For 2006, the gigantic structures included two temporary airplane hangars comprised of De Boer's



“nothing is impossible” structure: the Delta. The mighty hangars each measured an impressive 9 m high and offered floor space of 750 m² and 900 m². De Boer's work at Farnborough was more than impressive, with the entire “city” created in just 17 weeks. The project also created the world's largest-ever temporary exhibition venue. “The Farnborough International Airshow is the biggest single assignment we have ever tackled,” says Peter Spruce, Managing Director of De Boer Structures UK. “We view it as a great honour that we are to continue to play a part in this massive event until at least 2012. We feel both happy and proud.”

The total floor space created for the airshow was nearly as large as London's new Wembley Stadium



THERE IS MUCH TO LOOK FORWARD TO

The next challenge is just around the corner

The New Year has picked up pace quickly and our plans for the immediate future are well in hand. As a final feature of this issue we set out details on just a few of our forthcoming events. But we won't give away everything – just to ensure there will be a few surprises left for the next Coverstory. We hope you've enjoyed reading this latest edition and we look forward to working with you in 2007!

TENUE DE SOIRÉE | Bordeaux and Nancy | February/March 2007

For the large French broadcasting network France 2, De Boer creates an entirely transparent room measuring 30 × 35 m with walls 6 m high. Michel Druckère will be the host for the evening.

www.france2.fr



ECCENTRIC 2007 | Knokke-Heist | 16 to 20 May 2007

This trade fair is all about “luxury lifestyle”, so it goes without saying that expectations for the location on the North Sea will be appropriately high. De Boer will provide approximately 7,000m² of fair grounds including a lounge area, a restaurant and a pub.

www.eccentric.be



“JOHNNIE WALKER CHAMPIONSHIP” | Auchterarder | summer 2007

In 2006 De Boer enjoyed working for event organiser Paragon Sports Management. In 2007, we will support the golf tournament with hospitality structures and a media centre. And with the undulating surface of this renowned golf course making every single structure a challenge, we will also bring our expertise.



www.johnniewalkerchampionship.com



 **KLM OPEN | Zandvoort | 23 to 26 August 2007**



The 88th KLM Open, the biggest Dutch golf tournament, will once again be hosted by the experts at "This is Golf". We have only the best memories of last year's superb and smooth co-operation (p. 14), and we are already looking forward to a renewed show of great teamwork!

www.klmopen.nl



 **FLANDERS FILM FESTIVAL | Ghent | 9 to 20 October 2007**

This will be the eighth time that De Boer lends its support to this film festival. We will cover an area of approximately 3,000m² including four party areas and a pub. The lighting, as befits a film festival, poses a particular kind of challenge. And the extensive social and side events will make sure that in 2007 De Boer's tents will be the place where stars from across the world will celebrate a spectacular event.



www.filmfestival.be

**COVERSTORY**

is the international guide of De Boer

PUBLISHER:

De Boer Tenten B.V.
Laanenderweg 11, 1812 PW Alkmaar
P.O. Box 446, 1800 AK Alkmaar
The Netherlands

Phone: +31 72 540 0444
Fax: +31 72 540 0214
E-Mail: info@deboer.com
Web: www.deboer.com

PRINT EDITION:

12,500 copies
Reprints are not permitted –
not even in excerpts

CONCEPT | DESIGN | REALISATION

JACQUES D.™ – Gesellschaft für
visuelle Kommunikation m.b.H.
Schmiedeweg 8
45731 Waltrop
Germany

Phone: +49 2309 9605 0
Fax: +49 2309 77229
E-Mail: coverstory@jacques-d.de

AUSTRIA

Office Salzburg
Zeltverleih De Boer GmbH
Reichenhaller Straße 10b
5020 Salzburg
Austria

Phone: +43 662 848899
Fax: +43 662 842581

Office Vienna
Zeltverleih De Boer GmbH
Am Fischhof 3
1010 Wien
Austria

Phone: +43 1 740405 778
Fax: +43 1 740405 779

E-Mail: vermietung.at@deboer.com

BELGIUM

De Boer Tenten NV
Industrieterrein Kanaal Noord 1303
P.O. Box 25
3960 Bree
Belgium

Phone: +32 89 4726 26
Fax: +32 89 4726 31
E-Mail: sales.be@deboer.com

CHINA

De Boer BUCIE – China Partnership
No. 5 Building, The Third Section, Anyuandongli
Chaoyang District
100029 Beijing
China

E-Mail: dbzh@sohu.com

FRANCE

De Boer France SAS
Centre d'Affaire Chanzy
rue Chanzy 50
28000 Chartres
France

Phone: +33 237 282829
Fax: +33 237 308850
E-Mail: france@deboer.com

GERMANY

De Boer GmbH
Internationaler Zeltverleih
Liebigstraße 2
45663 Recklinghausen
Germany

Phone: +49 2361 3008 0
Fax: +49 2361 3008 25
E-Mail: vermietung@deboer.com

INTERNATIONAL

De Boer International B.V.
Laanenderweg 11, 1812 PW Alkmaar
P.O. Box 446, 1800 AK Alkmaar
The Netherlands

Phone: +31 72 750 1100
Fax: +31 72 750 1199
E-Mail: info@deboer.com

THE NETHERLANDS

De Boer Tenten B.V.
Laanenderweg 11, 1812 PW Alkmaar
P.O. Box 446, 1800 AK Alkmaar
The Netherlands

Phone: +31 72 540 0444
Fax: +31 72 540 0214
E-Mail: info@deboer.com

SWITZERLAND

De Boer Internationaler Zeltverleih AG
Thurgauerstrasse 40
Postfach 6463
8050 Zürich
Switzerland

Phone: +41 44 30735 10
Fax: +41 44 30735 11

E-Mail: vermietung.ch@deboer.com

SPAIN

De Boer España
Paseo de Gracia, 81 3º 2ª
08008 Barcelona
Spain

Phone: +34 93 4815252
Fax: +34 93 3063499
E-Mail: alquiler@deboer.com

SCANDINAVIA

De Boer Scandinavia AB
Kaserngården 4
791 40 Falun
Sweden

Phone: +46 23 66153 60
Fax: +46 23 66153 11
E-Mail: sales.se@deboer.com

UNITED KINGDOM

De Boer Structures (UK) Limited
Castle Park
Boundary Road
Brackley
Northamptonshire NN13 7ES
United Kingdom

Phone: +44 1280 846500
Fax: +44 1280 846501
E-Mail: sales.uk@deboer.com

USA

De Boer Vinings / Proteus
Proteus On-Demand Facilities, LLC:
6727 Oak Ridge Commerce Way SW
Austell, GA 30168
USA

Phone: +1 877-5DE-BOER
+1 877-533-2637
Fax: +1 770.333.1886
E-Mail: info@deboervinings.com
Web: www.deboervinings.com